South Carolina Statewide Lodging Outlook Report
September 2019

	Occupancy Rate		Average Room Rate		RevPAR*		Room Revenue	Rooms Available	Rooms Sold
Current Month: September 2019	September 2019	% Chg	September 2019	% Chg	September 2019	% Chg	% Chg	% Chg	% Chg
United States	67.4%	-0.9%	$131.93	0.6%	$88.91	-0.3%	1.7%	2.0%	1.2%
South Atlantic**	62.8%	-2.4%	$116.49	0.7%	$73.20	-1.8%	0.1%	1.9%	-0.6%
South Carolina	59.4%	-0.5%	$110.18	-0.0%	$65.42	-0.5%	2.6%	3.1%	2.6%
Year-to-Date: January through September 2019	Jan-Sep 2019	% Chg	Jan-Sep 2019	% Chg	Jan-Sep 2019	% Chg	% Chg	% Chg	% Chg
United States	67.6%	0.0%	$131.92	1.0%	$89.18	1.0%	3.0%	2.0%	2.0%
South Atlantic**	69.0%	-0.2%	$129.84	1.6%	$89.64	1.4%	3.4%	2.0%	1.8%
South Carolina	65.6%	-0.6%	$121.44	0.5%	$79.64	-0.1%	2.7%	2.9%	2.3%

*RevPAR = Revenue Per Available Room, i.e., total room revenue divided by total number of room nights.

**South Atlantic Region is comprised of: Maryland, Delaware, West Virginia, Virginia, North Carolina, South Carolina, Georgia, Florida

Only hotels with 10 or more rooms are included in the table above

All percent change is versus the same period in the previous year

Source: STR, Inc.

Three Month Occupancy Outlook for South Carolina

		Oct 2019	Nov 2019	Dec 2019
STR, Inc. *As of August 2019*	Occupancy Forecast	65.8%	57.4%	47.1%
	% Chg vs same month in previous year	-1.3%	0.2%	1.0%

Source: STR, Inc.